

## ORDER



**Orders**  
**Order / Rev:** 170762  
**Alt Order #:** 08421810  
**Product Desc:** WA ST REPUB PARTY  
**Estimate:** 2326  
**Flight Dates:** 10/20/16 - 10/25/16  
**Original Date / Rev:** 10/19/16 / 10/19/16  
**Order Type:** GENERAL

KXLY

**Primary AE:** MATT WURM  
**Sales Office:** H-DC  
**Sales Region:** NATL

**Agency Name:** Nebo Media, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 PO Box 9825  
 Arlington, VA 22219

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** WA State Republican Party  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-3  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/25/16	39	\$8,920.00	\$7,582.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	39	\$8,920.00	\$7,582.00	0.00
<b>Totals</b>	<b>39</b>	<b>\$8,920.00</b>	<b>\$7,582.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KXLY	17%	\$8,920.00
Market	100%	\$52,470.59

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	4%	\$2,098.82
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	32%	\$16,790.59
KREM	47%	\$24,661.18
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXLY	10/21/16	10/21/16	11p M-F Late News Late News	CM	11-1135p	----1--	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
<div> <u>Start Date</u>   <u>End Date</u>   <u>Weekdays</u>   <u>Spots/Week</u>   <u>Rate</u>   <u>Rating</u>            Week: 10/17/16   10/23/16   ----1--   1   \$250.00   0.00         </div>															
E 2	KXLY	10/21/16	10/21/16		CM	1135p-1237x	----1--	:30	1	\$80.00	P-1	0.00	NM	1	\$80.00

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Advertiser: WA State Republican Party  
 Product Desc: WA ST REPUB PARTY  
 Estimate: 2326  
**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Jimmy Kimmel															
Jimmy Kimmel															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	----1--	1		\$80.00		0.00						
E 3	KXLY	10/21/16	10/21/16	3-4p M-F	CM	3-4p	----1--	:30	1	\$50.00	P-1	0.00	NM	1	\$50.00
Rachael Ray															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	----1--	1		\$50.00		0.00						
E 4	KXLY	10/21/16	10/21/16	5-530p M-F	CM	5-530p	----1--	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
M-F News @5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	----1--	1		\$350.00		0.00						
E 5	KXLY	10/21/16	10/21/16	6-630a	CM	6-630a	----1--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
GMNW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	----1--	1		\$300.00		0.00						
E 6	KXLY	10/21/16	10/21/16	630-7a	CM	630-7a	----1--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
GMNW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	----1--	1		\$300.00		0.00						
E 7	KXLY	10/21/16	10/21/16	630-7p M-F	CM	630-7p	----1--	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
M-F News @630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	----1--	1		\$310.00		0.00						
E 8	KXLY	10/21/16	10/21/16	7-9a GMA	CM	7-9a	----1--	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/16	10/23/16	----1--	1		\$320.00		0.00						
E 9	KXLY	10/24/16	10/24/16	11p M-F Late News	CM	11-1135p	1-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	1-----	1		\$250.00		0.00						
E 10	KXLY	10/24/16	10/24/16	3-4p M-F	CM	3-4p	1-----	:30	1	\$50.00	P-1	0.00	NM	1	\$50.00
Rachael Ray															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	1-----	1		\$50.00		0.00						
E 11	KXLY	10/24/16	10/24/16	5-530a GMNW	CM	5-530a	1-----	:30	1	\$80.00	P-1	0.00	NM	1	\$80.00
GMNW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	1-----	1		\$80.00		0.00						
E 12	KXLY	10/24/16	10/24/16	5-530p M-F	CM	5-530p	1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
M-F News @5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	1-----	1		\$350.00		0.00						
E 13	KXLY	10/24/16	10/24/16	6-630a	CM	6-630a	1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
GMNW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	1-----	1		\$300.00		0.00						
E 14	KXLY	10/24/16	10/24/16	6-630p M-F	CM	6-630p	1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
M-F News @6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	1-----	1		\$350.00		0.00						
E 15	KXLY	10/24/16	10/24/16	630-7a	CM	630-7a	1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
GMNW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/24/16	10/30/16	1-----	1		\$300.00		0.00						
E 16	KXLY	10/24/16	10/24/16	630-7p M-F	CM	630-7p	1-----	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
M-F News @630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Order / Rev: 170762  
 Alt Order #: 08421810  
 Flight Dates: 10/20/16 - 10/25/16

Advertiser: WA State Republican Party  
 Product Desc: WA ST REPUB PARTY  
 Estimate: 2326  
**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	KXLY	10/24/16	10/24/16	630-7p M-F M-F News @630p	CM	630-7p	1-----	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	1-----			1		\$310.00		0.00				
E 17	KXLY	10/24/16	10/24/16	7-730p M-F ET Tonight	CM	7-730p	1-----	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	1-----			1		\$140.00		0.00				
E 18	KXLY	10/24/16	10/24/16	7-9a GMA GMA	CM	7-9a	1-----	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	1-----			1		\$320.00		0.00				
E 19	KXLY	10/23/16	10/23/16	11p Sun Late News Late News Sun	CM	11-1135p	-----1	:30	1	\$90.00	P-1	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	-----1			1		\$90.00		0.00				
E 20	KXLY	10/23/16	10/23/16	5p Su News 5p News	CM	5-530p	-----1	:30	1	\$170.00	P-1	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	-----1			1		\$170.00		0.00				
E 21	KXLY	10/23/16	10/23/16	Su GMA Su GMA	CM	7-8a	-----1	:30	1	\$130.00	P-1	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	-----1			1		\$130.00		0.00				
E 22	KXLY	10/25/16	10/25/16	11p M-F Late News Late News	CM	11-1135p	-1-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	-1-----			1		\$250.00		0.00				
E 23	KXLY	10/24/16	10/25/16	3-4p M-F Rachael Ray	CM	3-4p	MT-----	:30	1	\$50.00	P-1	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	MT-----			1		\$50.00		0.00				
E 24	KXLY	10/24/16	10/25/16	5-530p M-F M-F News @5p	CM	5-530p	MT-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	MT-----			1		\$350.00		0.00				
E 25	KXLY	10/21/16	10/21/16	530-6a GMNW GMNW	CM	530-6am	----1--	:30	1	\$120.00	P-1	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	----1--			1		\$120.00		0.00				
E 26	KXLY	10/21/16	10/21/16	6-630p M-F M-F News @6	CM	6-630p	----1--	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	----1--			1		\$350.00		0.00				
E 27	KXLY	10/25/16	10/25/16	630-7a GMNW	CM	630-7a	-1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	-1-----			1		\$300.00		0.00				
E 28	KXLY	10/21/16	10/21/16	7-730p M-F ET Tonight	CM	7-730p	----1--	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	----1--			1		\$140.00		0.00				
E 29	KXLY	10/24/16	10/25/16	7-9a GMA GMA	CM	7-9a	MT-----	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	MT-----			1		\$320.00		0.00				
E 30	KXLY	10/21/16	10/21/16	9-10a M-F Live With Kelly	CM	9-10a	----1--	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Estimate: 2326  
**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 30	KXLY	10/21/16	10/21/16	9-10a M-F Live With Kelly	CM	9-10a	----1--	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	----1--		1				\$180.00		0.00			
E 31	KXLY	10/25/16	10/25/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	-1-----	:30	1	\$80.00	P-1	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	-1-----		1				\$80.00		0.00			
E 32	KXLY	10/25/16	10/25/16	3-4p M-F Rachael Ray	CM	3-4p	-1-----	:30	1	\$50.00	P-1	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	-1-----		1				\$50.00		0.00			
E 33	KXLY	10/25/16	10/25/16	5-530p M-F M-F News @5p	CM	5-530p	-1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	-1-----		1				\$350.00		0.00			
E 34	KXLY	10/25/16	10/25/16	530-6a GMNW GMNW	CM	530-6am	-1-----	:30	1	\$120.00	P-1	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	-1-----		1				\$120.00		0.00			
E 35	KXLY	10/25/16	10/25/16	6-630a GMNW	CM	6-630a	-1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	-1-----		1				\$300.00		0.00			
E 36	KXLY	10/25/16	10/25/16	6-630p M-F M-F News @6	CM	6-630p	-1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	-1-----		1				\$350.00		0.00			
E 37	KXLY	10/25/16	10/25/16	630-7p M-F M-F News @630p	CM	630-7p	-1-----	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	-1-----		1				\$310.00		0.00			
E 38	KXLY	10/25/16	10/25/16	7-9a GMA GMA	CM	7-9a	-1-----	:30	1	\$320.00	P-1	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	-1-----		1				\$320.00		0.00			
E 39	KXLY	10/25/16	10/25/16	9-10a M-F Live With Kelly	CM	9-10a	-1-----	:30	1	\$180.00	P-1	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/16	10/30/16	-1-----		1				\$180.00		0.00			
Totals													39	\$8,920.00	